

Privacy Act Statement. Every registration statement, short form registration statement, supplemental statement, exhibit, amendment, dissemination report, copy of political propaganda or other document or information filed with the Attorney General under this act is a public record open to public examination, inspection and copying during the posted business hours of the Registration Unit in Washington, D.C. One copy is automatically provided to the Secretary of State pursuant to Section 6(b) of the Act, and copies of such documents are routinely made available to other agencies, departments and Congress pursuant to Section 6(c) of the Act. Finally, the Attorney General transmits an annual report to the Congress on the Administration of the Act which lists the names of all agents and the nature, sources and content of the political propaganda disseminated or distributed by them. This report is available to the public.

Public Reporting Burden. Public reporting burden for this collection of information is estimated to average .49 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to Chief, Registration Unit, Criminal Division, U.S. Department of Justice, Washington, D.C. 20530; and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Washington, D.C. 20503.

*Furnish this exhibit for EACH foreign principal listed in an initial statement  
and for EACH additional foreign principal acquired subsequently.*

1. Name and address of registrant BERMAN/GODEK COMMUNICATIONS, INC. 226 EAST 54TH STREET, SUITE 302 NEW YORK, NY 10022		2. Registration No. 4394
3. Name of foreign principal ROYAL DANISH EMBASSY	4. Principal address of foreign principal 3200 WHITEHAVEN ST., N.W. WASHINGTON, DC 20008-3693	

5. Indicate whether your foreign principal is one of the following type:

- ☒ Foreign government
- ☐ Foreign political party
- ☐ Foreign or ☐ domestic organization: If either, check one of the following:
- |                                      |  |
|--------------------------------------|--|
| <input type="checkbox"/> Partnership | <input type="checkbox"/> Committee             |
| <input type="checkbox"/> Corporation | <input type="checkbox"/> Voluntary group       |
| <input type="checkbox"/> Association | <input type="checkbox"/> Other (specify) _____ |
- ☐ Individual—State his nationality \_\_\_\_\_

6. If the foreign principal is a foreign government, state:

- a) Branch or agency represented by the registrant. ROYAL DANISH EMBASSY
- b) Name and title of official with whom registrant deals. LAURENCE MIKAL REISEN  
MINISTER OF THE ROYAL DANISH EMBASSY

7. If the foreign principal is a foreign political party, state:

- a) Principal address
- b) Name and title of official with whom registrant deals.
- c) Principal aim

8. If the foreign principal is not a foreign government or a foreign political party,

a) State the nature of the business or activity of this foreign principal

b) Is this foreign principal

Owned by a foreign government, foreign political party, or other foreign principal ..... Yes ☐ No ☐

Directed by a foreign government, foreign political party, or other foreign principal..... Yes ☐ No ☐

Controlled by a foreign government, foreign political party, or other foreign principal ..... Yes ☐ No ☐

Financed by a foreign government, foreign political party, or other foreign principal..... Yes ☐ No ☐

Subsidized in whole by a foreign government, foreign political party, or other foreign principal..... Yes ☐ No ☐

Subsidized in part by a foreign government, foreign political party, or other foreign principal..... Yes ☐ No ☐

9. Explain fully all items answered "Yes" in Item 8(b). *(If additional space is needed, a full insert page may be used.)*

10. If the foreign principal is an organization and is not owned or controlled by a foreign government, foreign political party or other foreign principal, state who owns and controls it.

Date of Exhibit A JUNE 29, 1990	Name and Title OFFICE ROBERT J. HONG, MANAGER	Signature Robert J. Hong
------------------------------------	---	-----------------------------

**INSTRUCTIONS:** A registrant must furnish as an Exhibit B copies of each written agreement and the terms and conditions of each oral agreement with his foreign principal, including all modifications of such agreements; or, where no contract exists, a full statement of all the circumstances by reason of which the registrant is acting as an agent of a foreign principal. This form shall be filed in triplicate for each foreign principal named in the registration statement and must be signed by or on behalf of the registrant.

**Privacy Act Statement.** Every registration statement, short form registration statement, supplemental statement, exhibit, amendment, dissemination report, copy of political propaganda or other document or information filed with the Attorney General under this act is a public record open to public examination, inspection and copying during the posted business hours of the Registration Unit in Washington, D.C. One copy is automatically provided to the Secretary of State pursuant to Section 6(b) of the Act, and copies of such documents are routinely made available to other agencies, departments and Congress pursuant to Section 6(c) of the Act. Finally, the Attorney General transmits an annual report to the Congress on the Administration of the Act which lists the names of all agents and the nature, sources and content of the political propaganda disseminated or distributed by them. This report is available to the public.

**Public Reporting Burden.** Public reporting burden for this collection of information is estimated to average .33 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to Chief, Registration Unit, Criminal Division, U.S. Department of Justice, Washington, D.C. 20530; and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Washington, D.C. 20503.

Name of Registrant	Name of Foreign Principal
BERMAN / GODEK COMMUNICATIONS, INC. 226 EAST 54TH STREET, SUITE 302 NEW YORK, NY 10022	ROYAL DANISH EMBASSY 3200 WHITE HAVEN STREET, N.W. WASHINGTON, D.C. 20008-3683

Check Appropriate Boxes:

1. ☒ The agreement between the registrant and the above-named foreign principal is a formal written contract. If this box is checked, attach three copies of the contract to this exhibit.
2. ☐ There is no formal written contract between the registrant and foreign principal. The agreement with the above-named foreign principal has resulted from an exchange of correspondence. If this box is checked, attach three copies of all pertinent correspondence, including a copy of any initial proposal which has been adopted by reference in such correspondence.
3. ☐ The agreement or understanding between the registrant and the foreign principal is the result of neither a formal written contract nor an exchange of correspondence between the parties. If this box is checked, give a complete description below of the terms and conditions of the oral agreement or understanding, its duration, the fees and the expenses, if any, to be received.

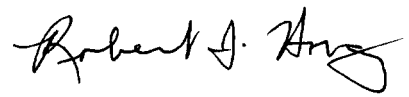
4. Describe fully the nature and method of performance of the above indicated agreement or understanding.

5. Describe fully the activities the registrant engages in or proposes to engage in on behalf of the above foreign principal.

SEE ATTACHED CONTRACT FOR DETAILS OF ACTIVITIES.

6. Will the activities on behalf of the above foreign principal include political activities as defined in Section 1(o) of the Act?<sup>1</sup>  
Yes ☐ No ☒

If yes, describe all such political activities indicating, among other things, the relations, interests or policies to be influenced together with the means to be employed to achieve this purpose.

Date of Exhibit B	Name and Title	Signature
JUNE 29, 1990	ROBERT J. HONG OFFICE MANAGER	

<sup>1</sup>Political activity as defined in Section 1(o) of the Act means the dissemination of political propaganda and any other activity which the person engaging therein believes will, or which he intends to, prevail upon, indoctrinate, convert, induce, persuade, or in any other way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting, or changing the domestic or foreign policies of the United States or with reference to the political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

# **BERMAN/GODEK** **COMMUNICATIONS INC.**

Mr. Laurids Mikaelson  
Minister  
Royal Danish Embassy  
3200 Whitehaven Street NW  
Washington, D.C. 20008

Dear Minister Mikaelson:

As you've no doubt been told, we had a very enjoyable meeting last week with Erik Ovesen to discuss the Government of Denmark's public relations needs in the area of technology investment. We are very enthusiastic about the prospect of promoting economic development in Denmark, and we believe wholeheartedly that we can help you achieve your goal of greater press visibility.

Realizing the budgetary constraints you will have between now and the end of the year, we will focus this proposal on the very basic public relations initiatives on which you need to concentrate until the end of 1990. Based on our meeting and our understanding of your current situation, there are a myriad of marketing communications initiatives we could develop for you. In fact, it will be hard to control our zeal because we believe an all-encompassing public relations campaign could be very helpful. However, in light of our conversation with Erik, here is a quick look at how we would approach your short-term press management needs. We look at this process as a "door-opener," the first phase in a PR campaign with the theme: **Denmark-- Europe's Best-Kept Business Secret**. The program would stress the quality of the workforce, the high level of Danish productivity, the strides being made in technology development, your English language capabilities and all of the business attributes that would attract U.S. companies to invest in Denmark.

## **Press Management Program: The First Six Months**

- As with any project we undertake, our first task is to immerse ourselves in our client's business. In this case, we will study all of the materials you have provided and extrapolate the facts and stories that would have the greatest meaning to the press.

- Following that, we will come back to you with our ideas and develop a work plan and time table for actions that includes developing story ideas and a minimum of two -- and hopefully more -- bylined articles for the trade and business press. We believe the most beneficial stories will be those that focus on the success U.S. companies have had in working in Denmark. There is nothing better than a case study to promote more investment, and we will work very hard to develop these stories with you. In order to carry out our mission most effectively, we will work with the Embassy. The Embassy will arrange direct contact for us with the appropriate government officials and executives in private industry who can provide us with the information to create stories and story ideas. We will act as reporters and ask all of the questions a journalist would ask if he were writing a story about a particular economic development issue or a U.S. company that has had great success in Denmark.

This effort will focus on each of the industry sectors you have targeted, so that we aim for press coverage in each of the major trade publications covering those industries. We already have excellent contact in some of those trade publications, Communications Week and Information Week, for example, and we know how to work with others who can be helpful.

- We will develop a press kit containing all of the relevant facts about economic development in Denmark. These kits will provide reporters and editors with the basic information they need at a glance. We will create an overall economic development piece as well as a fact sheet on each industry you are targeting--The Telecommunications Industry in Denmark, Food Processing Technology in Denmark, Biotechnology, etc. etc.
- We will develop a list by target industry of the key Danish companies and the products they manufacture. The list will contain some information related to their size and scope, and we will mail the list to reporters and editors as a reference for possible use when they are writing stories about specific areas of manufacturing, various technologies, etc. The more we can publicize the fact that Denmark means business, the more apt reporters will be to call on Danish companies and highlight their activities and their people as they write stories on European business.
- We will create at a minimum three "press backgrounders" for relevant government and industry officials with selected reporters and editors in the business and

trade press. These meetings are exactly what we call them--backgrounders. Their purpose is to impart general background information on Denmark and its progress in attracting foreign investment, and in some cases, specific information, depending on the audience. The aim of these meetings is to plant the seeds for future stories, and depending on the depth of knowledge of both the reporter and the host, the meeting could turn out to be an actual interview. The concentration here will be the trade press. However, when we can match the right officials and executives with the right reporters, we will create backgrounders with such publications as the Wall Street Journal, Business Week and Fortune. For example, if we were to get the CEO of Bang & Olufsen and Novo to the United States at the same time, and by careful scheduling, arrange for the foreign minister to be here as well, we could probably arrange an excellent series of backgrounders with the major business press.

- . Taking this the next step, on a selected basis, we will look for opportunities in which an editor or a group of editors might visit Denmark to take a tour of pharmaceutical plants where technological breakthroughs are being made, or an editor of Aviation Week to tour Danish factories involved in the European space program. Likewise, reporters who cover telecommunications might have an interest in seeing the fiber optic cabling work being done by AT&T in Denmark.
- . In addition to working with the print media, we will look for good visual stories for television. With Cable News Network's expansive operations in Europe, perhaps we could interest them in some type of story on economic development. And, if we get to the point where new Danish technology is being displayed --or could be displayed--in the United States, there might be some opportunities for television press attention over here.
- . One idea we briefly discussed was the notion of creating a business video with American Airlines as part of the airline's "Minding Your Business" program. The video would be a seven-minute report on Danish economic development that would impart the overall message that Denmark is a great place for Americans to invest. The program is run on every widebody American jet for a month, and we believe the business travelers who fly across the country or to Europe are a good audience for this type of promotion. The added value of this program is that while we can create the message to suit your needs, the program looks very much like a genuine business news story, and it seems like less of

an advertisement. Additionally, the tape would be yours to keep, and you can use it over and over at seminars and other business meetings. It could become a classy, succinct story of the Danish business environment.

Our aim in this media management program is to build name recognition for Denmark as quickly as possible and start placing stories in the trade press in the near term, and the major business press in the long term. We also will conduct our own media research to find out what trade and business publications are planning special supplements and features on specific topics that might be relevant to the overall economic development campaign. Once we have this information, we will try to provide editors with input from Denmark.

As these initiatives are well under way, we will discuss with you some of the more long-term projects we covered during our meeting: a luncheon for CEOs hosted by a top U.S. CEO with a stake in Denmark--John Reed of Citibank, for example; city tours of U.S. cities with Danish CEOs and government officials, etc. While you may not be prepared to allocate the resources necessary for carrying out these programs now, at least we might be able to lay the groundwork by discussing them before the year is out.

#### **Seminar Development and Implementation**

In addition to the press management activities, you asked us to help you develop and implement a series of business development seminars. The first two seminars are scheduled for June 12 and 14 in Baltimore and Richmond. Others will be held later in Atlanta, Dallas and Milwaukee.

Based on our conversation, Berman/Godek would create and arrange for printing of an announcement for these events, including a cover letter to be signed by the Ambassador, as well as a program; work on media coverage of the event and attend at least the initial two events so that we can learn more about Denmark, meet some of the key players and offer our suggestions for future seminars. We also suggest that we tape the session so that you can decide later if you would like to create a synopsis that can become a brochure to be mailed as a follow up to those who attended and those who could not attend.

We have years of experience developing and implementing events of this kind, and we can be as flexible as the situation calls for in serving your needs.



## Our Fees

For the press management component of this program, Berman/Godek's professional fee will be \$5,000 per month for a period of seven months starting June 1, the total amount of this contract not exceeding \$35,000 without prior authorization. This fee would be billed on a monthly basis. It does not cover such out-of-pocket expenses as travel, press entertainment, postage, word processing, printing, telephone, fax, photocopying, messengers and Federal Express costs. These expenses will be billed separately on a monthly basis. Together with the invoice, we will provide a brief summary of our actions and results each month.

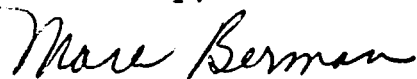
For the seminar component, our professional fee for assisting you with the Baltimore and Richmond seminars will be \$5,000 including expenses. This includes the Ambassador's cover letter, revision of the invitation language -- headings (together with ADL), invitation design, printing coordination, media relations surrounding both events, and attendance of at least one principal of our firm per seminar. ~~Again, this fee is for our professional services only, and it does not cover any of the out-of-pocket expenses listed above.~~

If either party is not satisfied with the performance of the other party, this contract can be terminated within 30 days of a written notice.

We'd like to thank you for your interest in our firm. If first meetings are any indication of things to come, we believe strongly that we can indeed work well together. Obviously, time is critical, especially with the Richmond and Baltimore seminars just weeks away. We look forward to hearing from you soon.

Your signature below will constitute your approval of the initiatives and fees outlined in this proposal. The media management contract is effective as of June 1, 1990; for the seminars, the contract is effective on the date of this signed agreement. Please return one signed copy for our files.

Sincerely,



Mark Berman



LAURIDS MIKAELSEN  
For the Government of Denmark

May 15, 1990  
Date